

25% Equity Saas And Cpaas Communication Platform With Bluechip Clientbase



TARGET PRICE

GBP 10,000,000

EBITDA

TBA

BUSINESS TYPE

Software & SAAS

FF&E

TBA

ESTABLISHED

2008

REASON FOR SELLING

Equity

COUNTRY

Ireland

BUSINESS ID

L#2020744

The opportunity is a Saas and CPaaS platform which was established in 2008 in Dublin, Ireland. It designs manages and drives communications for its many blue-chip clients. The company is seeking to raise equity of €10 m. Equity will be matched by the Irish Strategic Investment Fund. The investment is required for international growth and 3 acquisitions. FINANCIALS €6.1m T/O per annum with over 95% client retention. Post investment and by year 5 the company is estimated to achieve a turnover of €65 million. SERVICES OFFERED The company has the leading products in the sector. Their products provide the right message, at the right time, through multiple channels to ensure customer satisfaction

- Interactive Voice
- Interactive Text messaging
- Rich Media Communications
- API's, smart pay, fraud, Beacon technology
- Reports, Analytics
- Outcomes – Monitor and Improve KPI's and customer satisfaction

USP'S

- Deeply personalised
- Proactive intelligent conversation
- Better communication outcomes – KPI's.
- Smarter customer journeys (repeat sales).
- Very prestigious global client base, with many industry leaders.
- Global Partnerships and Resellers
- 95% client retention, with monthly and annual recurring revenues
- Year on year growth and building long term revenue streams.

REASON FOR INVESTMENT The company requires funding for growth. The company is seeking to raise equity of €10 m. Equity will be matched by the Irish Strategic Investment Fund. The investment is required for international growth and 3 acquisitions. OPPORTUNITIES Raising €10 million of new capital to drive growth

- Expansion of business with existing clients
- Gain new clients in the UK – 12 already acquired in 2020
- Increase coverage into Europe
- International sales through re-seller partners
- 3 Target acquisitions identified

PERSONNEL The company has a very strong and experienced board of directors and a talented team. Price: €10 Million GBP for 25% equity

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